

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	347	2.17%	9.9%	22
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	487	3.05%	7.5%	41
GenXurban (L5)	7,109	44.50%	11.4%	392
Cozy Country Living (L6)	1,345	8.42%	12.0%	70
Ethnic Enclaves (L7)	259	1.62%	7.1%	23
Middle Ground (L8)	3,958	24.77%	10.9%	227
Senior Styles (L9)	475	2.97%	5.8%	51
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	1,045	6.54%	6.2%	105
Hometown (L12)	951	5.95%	6.1%	97
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts





\$57,324

Median HH Income

2.9

Home Value to Income Ratio

40.0 Median Age

\$163,803

Median Home Value

15,977

Households

Education





10% No HS Diploma

38% HS Graduate



29%

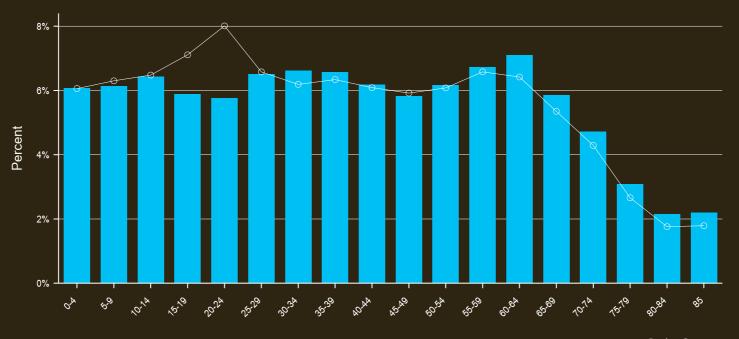
Some College



23%

Degree or Higher

Age Profile



Dots show comparison to Butler County

Households By Income

The largest group: \$50,000 - \$74,999 (23.2%)

The smallest group: \$200,000+ (3.7%)

Indicator	Value	Difference	
<\$15,000	8.7%	-0.8%	
\$15,000 - \$24,999	8.2%	+0.8%	
\$25,000 - \$34,999	9.2%	+1.8%	
\$35,000 - \$49,999	14.7%	+3.5%	
\$50,000 - \$74,999	23.2%	+5.0%	
\$75,000 - \$99,999	15.7%	+0.8%	
\$100,000 - \$149,999	12.3%	-3.3%	
\$150,000 - \$199,999	4.3%	-4.7%	
\$200,000+	3.7%	-3.2%	

Parish Family: C



Tapestry Segments

5A	Comfortable Empty Nesters 2,450 households	15.3% of Households
8G	Hometown Heritage 2,234 households	14.0% of Households
50	Parks and Rec 1,661 households	10.4% of Households

Bars show deviation from **Butler County**



